

# ORDER

**KSNV**

**Orders**  
**Order / Rev:** 108358  
**Alt Order #:** 06868696  
**Product Desc:** Issue  
**Estimate:** 2280  
**Flight Dates:** 10/30/12 - 11/06/12  
**Original Date / Rev:** 10/29/12 / 10/29/12  
**Order Type:** GENERAL

**Primary AE:** Amy McCreary  
**Sales Office:** BLPHI  
**Sales Region:** National

**Agency**  
**Name:** Waterfront Strategies  
**Buying Contact:**  
**Billing Contact:**  
 1010 Wisconsin Ave. NW  
 Washington, DC 20007

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser**  
**Name:** Majority PAC  
**Demographic:** A35+  
**Product Codes:** PLI2  
**Priority:** SELECT PRIORITY CODE  
**Revenue Codes:** POLITICAL/AGY, PISSUE, GEN

**New Business Thru:**  
**Order Separation:** 00:05:00  
**Advertiser External ID:**  
**Agency External ID:**

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/05/12	24	\$63,950.00	\$54,357.50

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	24	\$63,950.00	\$54,357.50	0.00
<b>Totals</b>	<b>24</b>	<b>\$63,950.00</b>	<b>\$54,357.50</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

**Order Share**

	Share	Total
KSNV	24%	\$63,950.00
Market	100%	\$266,458.33

**Competitive Share**

	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	25%	\$66,614.58
KLVS	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	25%	\$66,614.58
KTUD	1%	\$2,664.58
KVVU	20%	\$53,291.67
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	5%	\$13,322.92

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	10/30/12	11/05/12	The Agenda 1230pm	CM	1230-1p	MTWTF--	:30	2	\$650.00	1	0.00	NM	2	\$1,300.00
				The Agenda 1230pm											
				NEWS 4: THE AGENDA											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/30/12	11/05/12	MTWTF--			2		\$650.00		0.00				

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E 1	KSNV	10/30/12	11/05/12	The Agenda 1230pm The Agenda 1230pm	CM	1230-1p	MTWTF--	:30	2	\$650.00	1	0.00	NM	2	\$1,300.00
NEWS 4: THE AGENDA															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/30/12	11/05/12	MTWTF--					2	\$650.00		0.00			
E 2	KSNV	10/30/12	11/05/12	The Doctors The Doctors	CM	2pm-3pm	MTWTF--	:30	2	\$650.00	1	0.00	NM	2	\$1,300.00
THE DOCTORS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/30/12	11/05/12	MTWTF--					2	\$650.00		0.00			
E 3	KSNV	10/30/12	11/05/12	Noon News Noon News	CM	12-1230pm	MTWTF--	:30	2	\$1,000.00	1	0.00	NM	2	\$2,000.00
NEWS 3 AT NOON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/30/12	11/05/12	MTWTF--					2	\$1,000.00		0.00			
E 5	KSNV	10/30/12	11/05/12	Dr. Phil Dr Phil	CM	3-4p	MTWTF--	:30	2	\$1,200.00	1	0.00	NM	2	\$2,400.00
DR. PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/30/12	11/05/12	MTWTF--					2	\$1,200.00		0.00			
E 6	KSNV	10/30/12	11/05/12	M-F 5-6a WakeUp w/Wagners M-F 5-6a WakeUp w/Wagners	CM	5-6a	MTWTF--	:30	1	\$1,200.00	1	0.00	NM	1	\$1,200.00
WAKE UP WITH THE WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/30/12	11/05/12	MTWTF--					1	\$1,200.00		0.00			
E 7	KSNV	11/03/12	11/03/12	Sa-Su Early News Sa-Su Early News	CM	5pm-630pm	-----S-	:30	1	\$1,350.00	1	0.00	NM	1	\$1,350.00
KSNV EARLY NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S-					1	\$1,350.00		0.00			
E 8	KSNV	10/30/12	11/05/12	NEWS 3 at 4 (1 HOUR) 4PM NEWS (1 hour)	CM	4-5pm (4:30 PM-5:00 PM)	MTWTF--	:30	1	\$1,800.00	1	0.00	NM	1	\$1,800.00
NEWS 4 AT 430P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/30/12	11/05/12	MTWTF--					1	\$1,800.00		0.00			
E 9	KSNV	10/30/12	11/05/12	M-F 6-7a WakeUp w/Wagners M-F 6-7a WakeUp w/Wagners	CM	6-7a	MTWTF--	:30	1	\$2,000.00	1	0.00	NM	1	\$2,000.00
WAKE UP WITH THE WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/30/12	11/05/12	MTWTF--					1	\$2,000.00		0.00			
E 10	KSNV	11/04/12	11/04/12	LAW & ORDER (synd) PRIME Law & Order (synd) PRIME	CM	M-SA 8-11p / SUN	-----S	:30	1	\$2,400.00	1	0.00	NM	1	\$2,400.00
LAW & ORDER															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S					1	\$2,400.00		0.00			
E 11	KSNV	11/03/12	11/03/12	Sa-Su News 3 at Eleven Sa-Su News 3 at Eleven	CM	11pm-1135pm	-----S-	:30	1	\$2,800.00	1	0.00	NM	1	\$2,800.00
NEWS 3 NIGHTSIDE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S-					1	\$2,800.00		0.00			
E 12	KSNV	10/30/12	11/05/12	M-F News 3 at Eleven M-F News 3 at Eleven	CM	11pm-1135pm	MTWTF--	:30	1	\$2,800.00	1	0.00	NM	1	\$2,800.00
NEWS 3 NIGHTSIDE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/30/12	11/05/12	MTWTF--					1	\$2,800.00		0.00			
E 13	KSNV	10/30/12	11/05/12	M-F Jeop/Wheel M-F Jeopardy/Wheel of Fortune	CM	630-730pm	MTWTF--	:30	2	\$3,400.00	1	0.00	NM	2	\$6,800.00
JEOPARDY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/30/12	11/05/12	MTWTF--					2	\$3,400.00		0.00			
E 14	KSNV	10/30/12	11/05/12		CM	5-630p	MTWTF--	:30	1	\$3,600.00	1	0.00	NM	1	\$3,600.00

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				M-F Early News											
				M-F Early News											
				EARLY NEWS no 6PM NWS on 10/3, 10/11,50/16,10/22											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/30/12	11/05/12	MTWTF--		1				\$3,600.00		0.00			
E 15	KSNV	10/30/12	11/05/12	Today Show	CM	658a-9am	MTWTF--	:30	3	\$3,800.00	1	0.00	NM	3	\$11,400.00
				Today Show											
				TODAY SHOW											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/30/12	11/05/12	MTWTF--		3				\$3,800.00		0.00			
E 16	KSNV	10/31/12	10/31/12	Wed PR 10-11p	CM	10-11pm	--W----	:30	1	\$6,400.00	1	0.00	NM	1	\$6,400.00
				Wednesday Prime 10-11pm											
				CHICAGO FIRE											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	--W----		1				\$6,400.00		0.00			
E 17	KSNV	11/05/12	11/05/12	Mon PR 10-11p	CM	10-11pm	M-----	:30	1	\$6,400.00	1	0.00	NM	1	\$6,400.00
				Monday Prime 10-11pm											
				Revolution N/A 10-22											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----		1				\$6,400.00		0.00			
E 18	KSNV	11/05/12	11/05/12	Mon PR 8-10p	CM	8-10pm	M-----	:30	1	\$8,000.00	1	0.00	NM	1	\$8,000.00
				Monday Prime 8-10pm											
				THE VOICE											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----		1				\$8,000.00		0.00			
													Totals	24	\$63,950.00